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The
Summerville Floral
Nursery

GEO. SEGELKEN

Proprietor

◇
(AZALEA PRICE LIST)

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◇
Summerville, S. C.

"The Flower Town in the Pines"

◇
P. O. Box 611

DIAL 5331

RES. 4681

SUMMERVILLE, S. C.

“The Flower Town in the Pines”

In the heart of the Azalea center of the South, is found this beautiful town—nesting among the tall Pines and lovely moss-draped Oaks. Beautiful the whole year round, it is most beautiful in the spring, a veritable Paradise, flowers of all kinds, and especially among these is found the Azalea, with its mass of flowers in colors of white, rose, pink, salmon, purple, red, orange and many varieties variegated in different shades. Here is also found the Camellia Japonica, covered with its beautiful flowers of various colors.

In this, the Flower Town in the Pines, we find the three original plants of our own Pride of Summerville, so named by us for this beautiful and unusual town. Being propagated by us, we class it as our outstanding Azalea of the Indica species.

In Summerville, we have set out over twenty-eight thousand Azalea plants in the Municipal Azalea Gardens of the Indica, Japanese and Kurume type, besides Camellia Japonicas and other evergreens. Visit our Town and see for yourself the beauty that is indescribable, also visit the Azalea Gardens, no admission is charged and visitors are always welcome. Then visit our Nursery, where we have hundreds of thousands of Azaleas and see where all these beautiful plants are grown. No garden is complete without this lovely evergreen shrub—“The Azalea.”

AZALEAS

Azaleas come first and highest among the flowering evergreen shrubs and are without a doubt the most beautiful flowering plants we have in the South. No other shrub adds that touch of beauty, giving such a variety of colors, at that season of the year. They have a long blooming season, beginning in the winter and extending into June. In planting a garden they are unequalled and no garden is complete without a number of these flowering shrubs. All Azaleas are profuse bloomers and every plant is a mass of color during its blooming period. Azaleas may be used as specimen plants, in the foundation planting in the shrubbery border, or in beds by themselves.

The Indica, Japanese and Kurume species are outstanding among the Azaleas. The Indica Azalea, originally imported from India, is the tall, fast growing type; producing large showy blooms in various colors. The Kurume is not as fast growing as the Indica, but of more compact form, the flowers being smaller of the hose-in-hose, single and double type they are profuse bloomers.

We now offer a large stock of the best selected varieties of the Indica, Japanese and Kurume Azaleas. All plants from the smallest to the largest size are well rooted, bushy, healthy and strong and will give entire satisfaction in every respect. When buying from us you are assured of the best plants.

You will find our prices very reasonable. Production in quantity has enabled us to maintain pre-war prices.

AZALEA INDICA

The Azalea Indica is one of the fastest growing type, with masses of large flowers covering the entire bush, and during their blooming season are a beautiful sight, being unrivaled by any other flowering shrub. The Indica Azalea can be safely grown in any climate where the temperature does not go below 10 degrees above zero.

Where the temperature goes lower we recommend the planting of Japanese and Kurume varieties.

SALMON

Pride of Summerville—Midseason, fast, bushy grower. So unusual is its pure salmon-pink color, its leaf and other characteristics that we have established it as our leading variety. 8 inches to 18 inches.

Nora Lee Salmon—Late. Low, bushy compact plant. True salmon flower. 8 inches and 10-12 inches.

Daphne Salmon—Midseason. Beautiful, large salmon pink flower. 8 inches to 18 inches.

PINK

Elegans—Early. Light pink flower. Fast grower with good foliage. 8 inches to 10-12 inches.

Geo. Franc—Early. Large pink flower with dark blotch in center. Bushy grower. 8 inches.

Harry Viechie—Midseason. Beautiful large pink flower with ruffled edge. 8 inches to 10-12 inches.

Pride of Mobile—Midseason. Large flowers. Watermelon pink. Fast compact grower. 8 inches and 10-12 inches

Prince of Wales—Late. Clear pink. 8 inches to 12-15 inches.

Praestantissima—Late. Free flowering. Compact grower with good foliage. Rose pink flowers. 8 inches.

RED

Lawsal-Illuminator—Midseason. Large salmon red flowers. Spready grower. 8 inches to 12-15 inches.

Mazyck—Late. Deep red flower. Compact grower. 8 inches and 10-12 inches.

President Clay—Early. Flaming red, medium flower. Tall open grower. 8 inches to 12-15 inches.

Pride of Dorking—Late. Cerese-red flowers. 8 inches and 10-12 inches.

Prince of Orange—Midseason. Compact grower, free-flowering, deep red flowers. 8 inches and 10-12 inches.

Rosea Purpurea—Midseason. Wine red flowers. Strong grower. 12-15 inches.

LAVENDER

Formosa—Early bloomer. Large purple pink flower. One of the fastest and easiest growing varieties, with good foliage. 8 inches to 18 inches.

Lavender Queen—Midseason. Deep lavender. 8 inches to 12-15 inches.

Orchid Lavender—Midseason. Large flower. 8 inches.

Violace Rubra—Midseason. Strong growing. Flower a deep rose purple with wavy petals. 8 inches.

WHITE

Alba Maculata—Late blooming. Beautiful white flowers. Of medium growth. 8 inches to 10-12 inches.

Fielders White—Midseason. Large pure white flowers. Good foliage. 8 inches to 10-12 inches.

Iveryana—Late. White flowers with pink stripes. 8 inches and 10-12 inches.

Mati-Pan White—Midseason. Large pure white flowers. 8 inches.

VARIEGATED

Vervaine—Late. Dark pink shading to lighter pink. Compact grower. 8 inches and 10-12 inches.

Vittata Fortunet—Early. Open grower. Mint candy striped white with lavender. 8 inches to 18 inches.

PRICES OF INDICA AZALEAS

| | Each | Dozen | Hundred |
|------------------|--------|---------|----------|
| 8-inch ----- | \$.50 | \$ 5.50 | \$ 40.00 |
| 10-12-inch ----- | \$.75 | \$ 8.00 | \$ 55.00 |
| 12-15-inch ----- | \$1.00 | \$10.00 | \$ 75.00 |
| 18-inch ----- | \$1.50 | \$15.00 | \$115.00 |
| 24-inch ----- | \$2.50 | \$25.00 | \$185.00 |

Prices on larger specimens furnished upon request.

All plants are Balled and Burlapped.

Available sizes are listed after each variety.

JAPANESE AND KURUME AZALEA

The Japanese and Kurume Azaleas are not as fast growing as the Indica Azalea, but of a more compact form. These plants when in full bloom are very showy and are so covered with flowers that the leaves cannot be seen. They are very hardy and can be grown safely out of doors farther north than the Azalea Indica. This type is especially suited for borders and for planting in front of shrubbery.

PINK

Benegiri—Midseason. Flower, deep rose pink. Open grower. 6-8 inches, 8-10 inches.

Coral Bell—Midseason. Beautiful shell-pink hose-in-hose type flower, shading to deeper pink center, free-flowering, small rounded foliage. 6-8 inches and 8-10 inches.

Daybreak—Midseason. Large clusters of light pink single flowers. Good green foliage. 6-8 inches and 8-10 inches.

Exquisite—Early. Hose-in-hose type flower in a beautiful salmon-pink. Bushy grower with dark green foliage. 6-8 inches. 8-10 inches.

Macrantha (single pink)—Late. Good compact grower. Bushy. 10-12 inches.

Pink Beauty—Midseason. Large hose-in hose, light pink. 6-8 inches.

Pink Pearl—Midseason. Cherry blossom pink, hose-in-hose flower—in dense clusters. 6-8 inches and 8-10 inches.

RED

Christmas Cheer—Midseason. Lovely Christmas-red color flower of the hose-in-hose type. Compact. Deep green foliage. 6-8 inches, 8-10 inches and 10-12 inches.

Firebrand—Midseason. Fast open grower. Bright red single flower. 6-8 inches, 8-10 inches and 10-12 inches.

Hexe—Late. Large hose-in-hose flower of deep red. Large compact grower. 6-8 inches.

Hinodegiri—Midseason. Large single red flower. Compact grower with good green foliage. 6-8 inches.

Vesuvius—Early. Brilliant flaming red single flower. Foliage dark green, glossy. 6-8 inches, 8-10 inches and 10-12 inches.

Yayegiri—Late. Brick red hose-in-hose flower. Light green foliage. 6-8 inches and 8-10 inches.

SALMON

Bridesmaid—Midseason. Bright, single salmon flower, in cluster. Small foliage, bright and glossy. 6-8 inches and 8-10 inches.

Salmon Beauty—Midseason. Lovely salmon - pink hose-in-hose flower. Compact grower. 6-8 inches and 8-10 inches.

Salmon Prince—Early. Beautiful light salmon, single flower. Free blooming. Compact grower. 6-8 inches, 8-10 inches and 10-12 inches.

WHITE

Snow—Midseason. Pure white hose-in-hose flower. Glossy green foliage. One of the best whites. 6-8 inches and 8-10 inches.

VARIEGATED

Apple Blossom—Midseason. Beautiful single flower, resembling the Apple Blossom. Salmon-pink with light center. Leaves glossy green. 6-8 inches, 8-10 inches and 10-12 inches.

Mountain Laurel—Midseason. Single flower, shaded like Mountain Laurel, white with pink. Dark green foliage. 8-10 inches and 10-12 inches.

**PRICES OF JAPANESE AND
KURUME AZALEAS**

| | Each | Dozen | Hundred |
|------------------|--------|---------|----------|
| 6-8-inch ----- | \$.50 | \$ 5.50 | \$ 40.00 |
| 8-10-inch ----- | \$.75 | \$ 8.00 | \$ 55.00 |
| 10-12-inch ----- | \$1.00 | \$10.00 | \$ 75.00 |
| 15-inch ----- | \$1.50 | \$15.00 | \$115.00 |
| 18-inch ----- | \$2.00 | \$20.00 | |

All Plants are Balled and Burlapped.

Available sizes are listed after each variety.

No Charge for Packing Cash with Order

All Prices are F. O. B. Summerville, S. C.

PLANTING AND CARE

All types of Azaleas can be grown easily if a few instructions are followed. Azaleas may be planted from the first of October through April. They require a rich, dark acid soil, therefore no lime should be used. Leaf mold or peat thoroughly mixed with the soil helps retain an acid condition and also keeps the soil loose and free from packing, as Azaleas do not thrive in a sticky soil. Since our Azaleas are grown under these conditions they are not retarded in growth by shipping and transplanting. If there is any clay where you wish to plant Azaleas remove it, digging a hole with plenty space for the roots to spread, about 15 inches deep, loosening the ground 6 inches deeper for good drainage, then fill in with one-third peat or leaf mold mixed with two-thirds topsoil.

Care should be taken when planting Azaleas as they should NOT be planted any deeper than they were growing at the Nursery. The burlap should be removed and the top of the ball placed level with the ground. Azaleas are surface feeders, and if planted too deep the plant will be stunted. After planting, give the plants a good watering to settle the soil firmly around the roots. In dry weather it is advisable to water Azaleas at least twice a week. A mulch of oak leaves or pine straw, about one to one and a half inches thick placed on top of the ground around the plants helps to hold the moisture and keeps the sun from baking the roots, for Azaleas are shallow rooted.

Partial shade is best in planting Azaleas, although they will grow in full sunshine, provided they are well mulched with leaves and watered often. Cotton seed meal is a good fertilizer, or a special Azalea and Camellia mixture which can be purchased in most Feed and Seed Stores. It should be applied the last week in April or the first of May, one application a season is sufficient.

If these instructions are followed you will not have any trouble in growing Azaleas successfully.

Our Nursery is Located North of Summerville

On U. S. Highway No. 78.

Visitors Are Always Welcome